

**Amendments to the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of the Claims**

1. (Original) Method for providing information to a mobile terminal associated with a user, comprising:
  - receiving, from said mobile terminal, a request for information;
  - identifying, in response to the request for information, spatial and temporal information associated with said mobile terminal;
  - identifying, in response to the request for information, a personal profile associated with said user;
  - searching for said information, based upon said spatial and temporal information, and personal profile information of the user; and
  - providing search results to said mobile terminal.
2. (Original) The method of claim 1, wherein said searching step further comprises:
  - acquiring said spatial information associated with said mobile terminal from a location server of a cellular network.
3. (Original) The method of claim 1, wherein said searching step further comprises:
  - acquiring said spatial information from said mobile terminal.
4. (Original) The method of claim 1, further comprising updating said personal profile associated with said mobile terminal in response to each information request.
5. (Original) The method of claim 4, further comprising the steps of:
  - monitoring requested content subject matter during each user request for said content;
  - categorizing said subject matter; and
  - determining whether said categorized subject matter conforms to a user preference.

6. (Original) The method of claim 1, wherein said providing step comprises a transmission selected from the group consisting of unicasting, narrowcasting, multicasting, and broadcasting particular content.

7. (Original) The method of claim 1, wherein the searching step further comprises extracting user preferred information.

8. (Original) The method of claim 1, wherein said receiving step further comprises:  
sending a mobile terminal identification signal to a subscriber database storing said personal profile information; and

sending the mobile terminal identification signal to a location server of a cellular network for locating said mobile terminal.

9. (Currently amended) Apparatus for providing information to a mobile terminal, comprising:

a cellular network having a plurality of base stations, each base station providing wireless communication to any mobile terminals within a respective geographic region;

a service provider having a subscriber database storing personal profile information of users of the mobile terminals; and

at least one content server storing content in at least one content database, said content server capable of providing said content based upon location, time, and personal profile of said users, wherein provision of said content to a user is initiated after receiving a request for information the user.

10. (Original) The apparatus of claim 9, wherein said content server is centralized.

11. (Original) The apparatus of claim 9, wherein said content server is distributed across said base stations.

12. (Original) The apparatus of claim 9, wherein said content server is dedicated to particular subject matter of said content.

13. (Original) The apparatus of claim 9, wherein said mobile terminals have capabilities, selected from the group consisting of text messaging, web-browsing, location tracking, multimedia, and remote controlling of multimedia devices.

14. (Original) The apparatus of claim 9, wherein said content server provides said content based upon personal preferences of said user.

15. (Original) The apparatus of claim 9, further comprising a location server coupled to said cellular network.

16. (Original) The apparatus of claim 15, wherein said location server stores spatial information for the mobile terminal upon receiving a mobile terminal identification signal.

17. (Original) The apparatus of claim 15, wherein said location server is a gateway mobile location center (GMLC).

18. (Original) The apparatus of claim 9, wherein the subscriber database is centralized in the service provider.

19. (Original) The apparatus of claim 9, wherein the subscriber database is distributed across said geographic regions.

20. (Currently amended) Apparatus for providing information to a mobile terminal, comprising:

means for receiving a request for content from the mobile terminal:

means for identifying spatial, temporal, and personal profile information corresponding to said request;

means for searching for said content, based upon said spatial, temporal, and personal profile information; and

means for providing search results to said mobile terminal, wherein providing of said search results to the mobile terminal is initiated by the request for content from the mobile terminal.